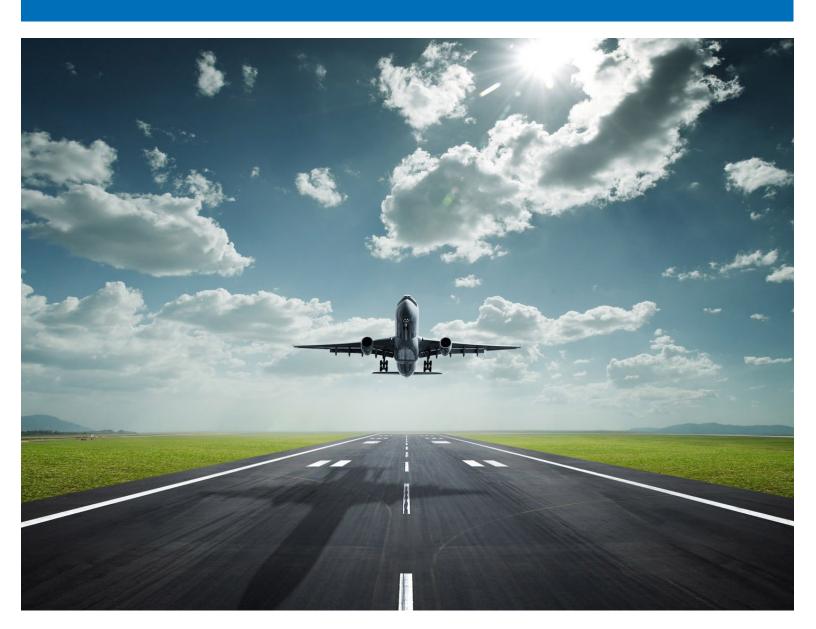


Office of Travel and Tourism Industries

2012 Market Profile: United Kingdom



Visitation Trends (Arrivals)

[Thousands of Visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Arrivals	4,345	4,176	4,498	4,565	3,899	3,851	3,835	3,763	-582
Percentage Change (%)	1	-4	8	1	-15	-1	0	-2	-13

Spending Trends (Exports)

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Exports ⁽¹⁾	\$13,492	\$13,310	\$14,938	\$16,716	\$11,429	\$11,305	\$11,913	\$12,644	-\$848
Travel Receipts	\$10,824	\$10,946	\$12,120	\$13,155	\$8,884	\$8,621	\$8,908	\$9,486	-\$1,338
Passenger Fare Receipts	\$2,668	\$2,364	\$2,818	\$3,561	\$2,545	\$2,684	\$3,005	\$3,158	\$490
Change (%) in Total Exports	7	-1	12	12	-32	-1	5	6	-6

Information Sources Used for Trip Planning

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	27	55	28.1
	Corporate Travel Dept.	7	11	3.6
	Travel Guide(s)	7	11	4.5
2012	Personal Recommendation (Friends/Rel)		20	
2011	Friends/Relatives	15		
2012	National/State/City Travel Office		4	
2011	Nat'l Govt. Tourist Ofc.	1		
2011	State/City Travel Ofc.	1		
2012	Tour Operator/Travel Club		12	
2011	Tour Company	5		
2012	Online Travel Agency (OTA)		31	
2012	Travel Agency Office		18	
2011	Travel Agency	30		
2012	Other		4	
2011	TV/Radio	0.4		
2011	Personal Computer	48		
2011	In-flight Info. Systems	1		
2011	Newspapers/Magazines	1		

Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	2	5	2.6
	Visit Friends/Relatives	22	18	-3.5
	Health Treatment	0.2	0.1	-0.1
	Religion/Pilgrimages	0.1	0.1	0.0
2012	Business		11	
2011	Business/Professional	15		
2012	Vacation/Holiday		63	
2011	Leisure/Rec./Holidays/Sightseeing	60		
2012	Education		2	
2011	Study/Teaching	2		
	Other	0.2	1	1.1

All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	4	6	2.5
	Visit Friends/Relatives	32	28	-4.4
	Health Treatment	0.3	0.4	0.1
	Religion/Pilgrimages	0.3	0.3	0.0
2012	Business		13	
2011	Business/Professional	17		
2012	Vacation/Holiday		72	
2011	Leisure/Rec./Holidays/Sightseeing	72		
2012	Education		3	
2011	Study/Teaching	2		
	Other	1	2	1.4
	NET PURPOSES OF TRIP:			
	Leisure & VFR	87	85	-1.2
	Business & Convention	19	17	-1.5

Transportation Used in the United States

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	18	23	5.6
	Bus between Cities	8	10	2.8
	City Subway/Tram/Bus	21	32	10.5
	Company or Private Auto	25	31	6.7
	Railroad between Cities	10	7	-3.4
	Motor Home/Camper	1	1	-0.1
	Rented Auto	31	36	5.2
	Taxi/Cab/Limousine	46	42	-3.9
2012	Cruise Ship/River Boat 1+ Nights		6	
2012	Ferry/River Taxi/Short Scenic Cruise		13	
2012	Rented Bicycle/Motorcycle/Moped		2	

Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	128	128	-0.4
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	18	18	-0.4
First International Trip to the U.S.	18	14	-4.2
Length of Stay in U.S. (mean nights)	14.6	14.2	-0.4
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	72	74	1.4
Average Number of States Visited	1.5	1.4	-0.1
Hotel/Motel (% 1+ nights)	78	80	1.5
Average # of Nights in Hotel/Motel	8.8	9.2	0.4
Travel Party Size (mean # of persons)	1.8	1.7	0.1
Gender: % Male (among adults)	48	51	3.2
Household Income (mean average)	\$106,600	\$123,674	\$17,074
Household Income (median average)	\$ 94,100	\$ 94,185	\$85
Average Age: Female	43	44	0.5
Average Age: Male	44	44	0.5

Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	32	27	-4.4
	Art Gallery/Museum	21	28	7.0
	Sporting Event	8	12	4.3
	Camping/Hiking	3	5	1.5
	Casino/Gambling	11	11	0.0
	Concert/Play/Musical	16	20	3.8
	Environ./Eco. Excursions	3	3	0.3
	Golfing/Tennis	6	5	-0.5
	Guided Tours	19	28	9.2
	Hunting/Fishing	2	3	0.3
	Nightclubs/Dancing	13	13	0.3
	Shopping	87	88	1.7
	Visit American Indian Communities	4	4	0.1
2012	Cultural / Ethnic Heritage Sites		15	
2011	Cultural Heritage Sites	23		
2011	Ethnic Heritage Sites	5		
2012	Experience Fine Dining		40	
2011	Dining in Restaurants	94		
2012	Sightseeing		81	
2011	Sightseeing in Cities	44		
2012	Snow Sports		2	
2011	Snow Skiing	2		
2012	Small Towns/Countryside		34	
2011	Visit Small Towns/Villages	26		
2011	Touring Countryside	20		
2012	National Parks/Monuments		36	
2011	Visit National Parks	20		
2012	Water Sports		8	
2011	Water Sports/Sunbathing	25		
2012	Visit Historical Locations		31	
2011	Visit Historical Places	41		
2012	Other		2	
2011	Cruises	6		
2011	Ranch Vacations	1		

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
REGIONS				
South Atlantic	38.4	1,473	38.2	1,438
Middle Atlantic	32.7	1,254	31.3	1,178
Pacific	18.9	725	18.9	711
Mountain	14.7	564	14.0	527
STATES				
Florida	29.6	1,135	28.9	1,088
New York	28.5	1,093	28.0	1,054
California	17.7	679	17.2	647
Nevada	11.4	437	10.8	406
CITY				
New York City	27.9	1,070	27.4	1,031
Orlando	20.0	767	19.4	730
Las Vegas	11.1	426	10.5	395
San Francisco	8.0	307	**	**
Los Angeles	9.4	361	**	**

U.K. includes residents of England, Scotland, Wales, and Northern Ireland.

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, enter tainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- Only census region, state, and city destinations having a sample size of 400 or more are displayed.

 Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items reported on international arrivals to the U.S. Additional information may be obtained for a fee.

To learn more, please visit our website: http://tinet.ita.doc.gov/research/programs/ifs/index.html

For a list of the states that comprise each census region, please visit: http://tinet.ita.goc.gov/outreachpages/census_regions.html
Interested in data for your destination? OTTI sells custom reports. To learn more, go to: http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the U.K. traveler who visits the United States.

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OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

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- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- · U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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